



# Friendly Processes for Quality Community Development

“Some things you should know.”

“Some things you should do.”

Northeast Utilities

June 20<sup>th</sup>, 2007

William Warner, AICP

Richard Kearney



**Understand your towns budget – do the math..economic development won't solve the town's financial issues.**

## Middletown

- Budget - \$130 million
- A 1% increase in the budget costs \$1,300,000
- A 100,000 sq.ft. Aerospace Company pays \$110,000 annually after all abatements.
- Need thirteen (13) 100,000 sq.ft. companies to cover a 1% increase in the budget
- Middletown's budget increased by a modest 4% this year with no tax increase.





# Cant be anti-residential, anti-kid.

- Majority of land in a town is not suited for commercial / industrial growth
- Majority of taxes come from single family homes and will always come from single family homes.
- Can't assume every home will have 2-3 kids.
- Latest study from Rutgers says a single family home in CT produces..an average of .6 kids per household.
- Financially a house with no kids is as good as a small business.

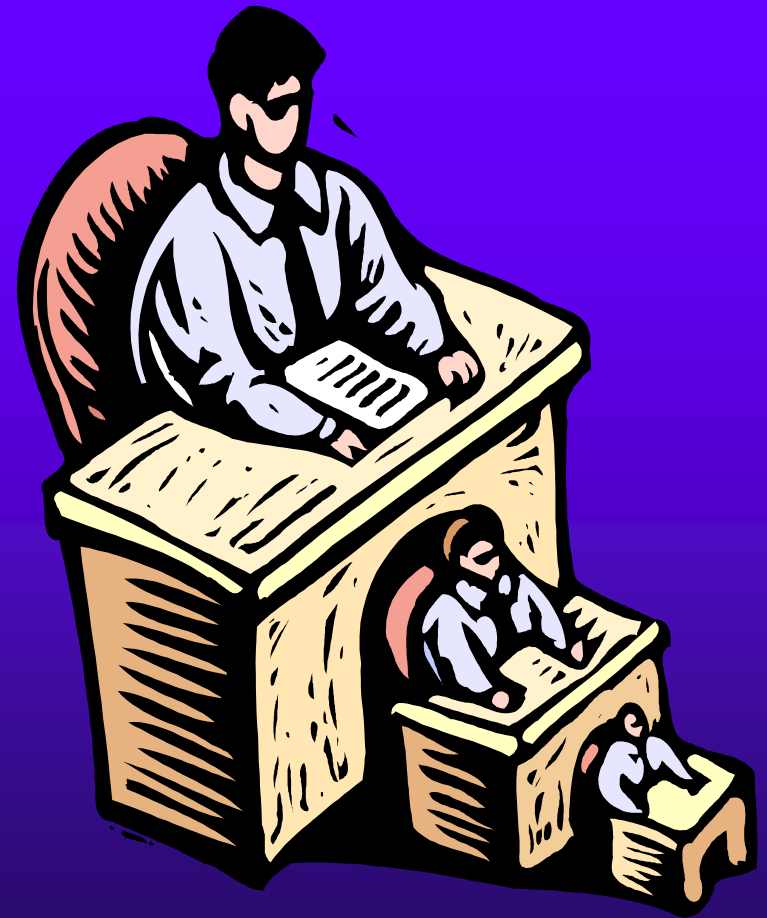


# Know why your town needs economic development

# Be accessible



- ◆ Be ready to talk to everyone who has development ideas.
- ◆ Create a team of experts you can call upon for advice and expertise.
- ◆ Be a resource



# Incentives

In many case, not a deal breaker, but are essential because everyone else gives them





# Networking & Relationship with Commercial Brokers Essential



A slow predictable process is better than a fast unpredictable process

A predictable and efficient process is best

Time frames

Permitted uses - 65 days

Special Permit uses -165 days





Never promise anything – the ones on the losing end won't forget.



Recognize your town's assets and liabilities, don't try to make your town something it isn't

- *Access, location, infrastructure, wetlands, topography*



- Recognize the need for Economic Development and Environmental Protection
- To much focus on one will result in rebellion from the other side.
- Economic Development at any cost is bound to fail.



Planning and Zoning  
Commission's and Inland  
Wetlands Agency's  
have ALL the POWER



Get P&Z to plan for economic development and environmental protection with equal vigor.

- Its all about quality of life for residents.
- Eliminate all surprises and uncertainty
- Get Buy in



Be as proud of your economic  
development record as you are of your  
environmental protection record.

# What we did in Middletown.



# Reorganization



- ◆ Government reorganization to create Dept PCD
- ◆ *“Guiding the Future : A Plan of Conservation and Development for the Year 2000”*
- ◆ *“Downtown Visions: 2000 and Beyond”*
- ◆ Elected Planning and Zoning Commission
- ◆ Two open space referendums - \$8 million
- ◆ Very aggressive economic development
- ◆ Sewer service area with State DEP
- ◆ Moratorium on residential growth – supply and demand



# Marketing



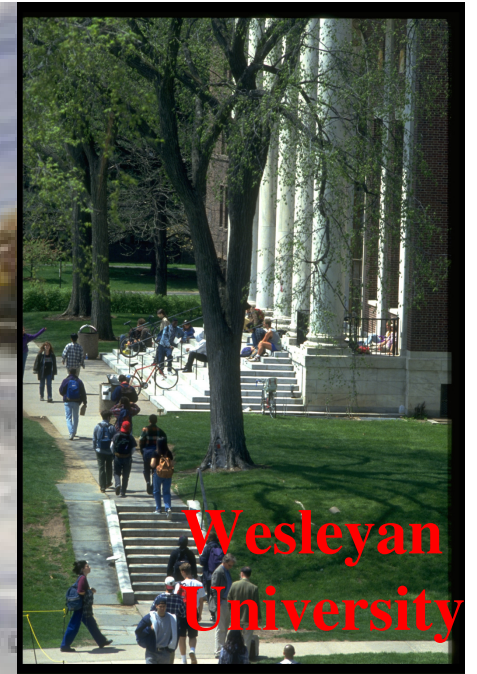
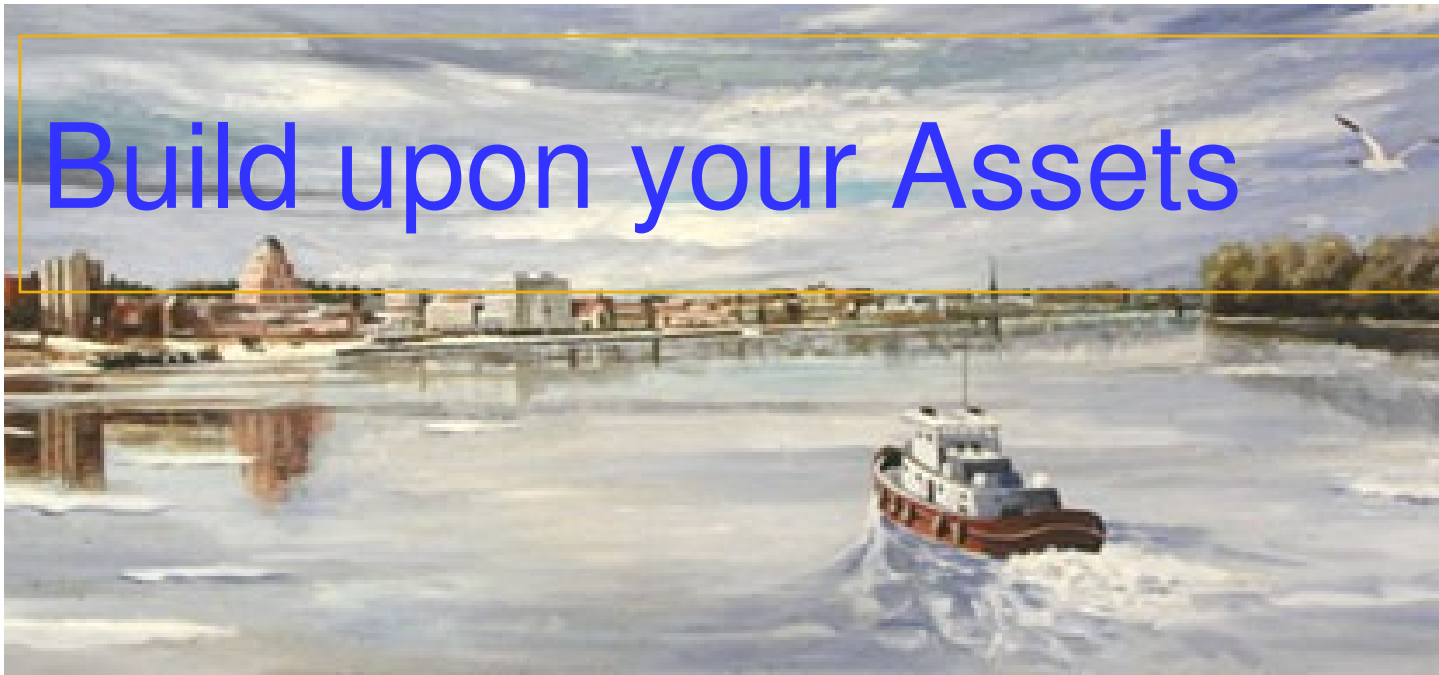
- Incentives
- Realtor Receptions
- Brochures
- Technology

Web Site – tracking visitors

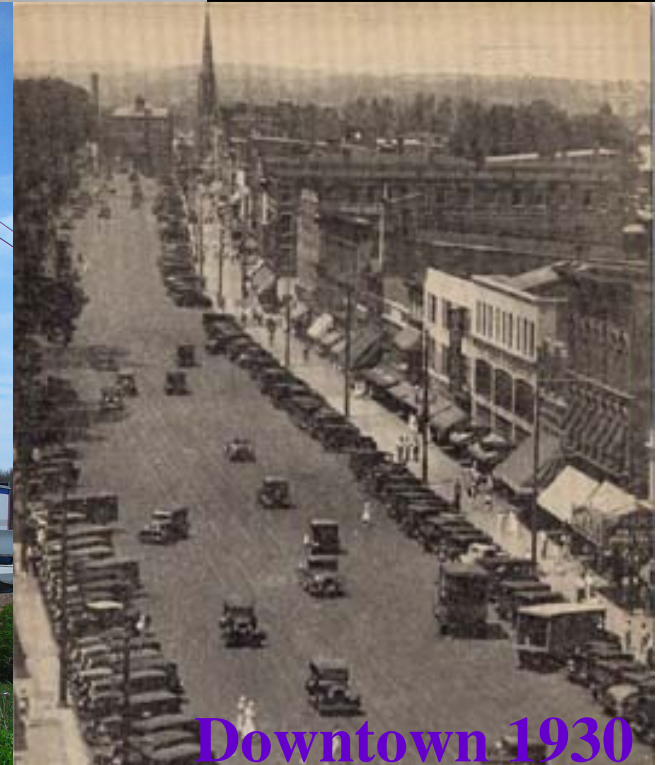
Middletown Movies

Online GIS/Assessment Info

# Build upon your Assets



## Xpedx-International Paper







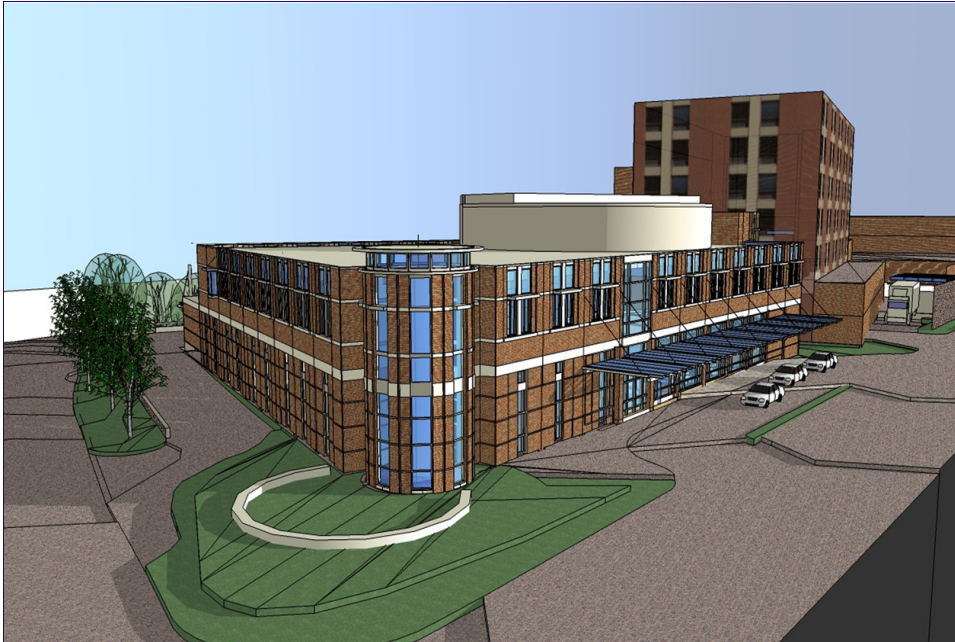
## Development Case:

### *Hospitality*

Creation of meeting and event space has spurred the growth of the tourism & hospitality business creating a new image.





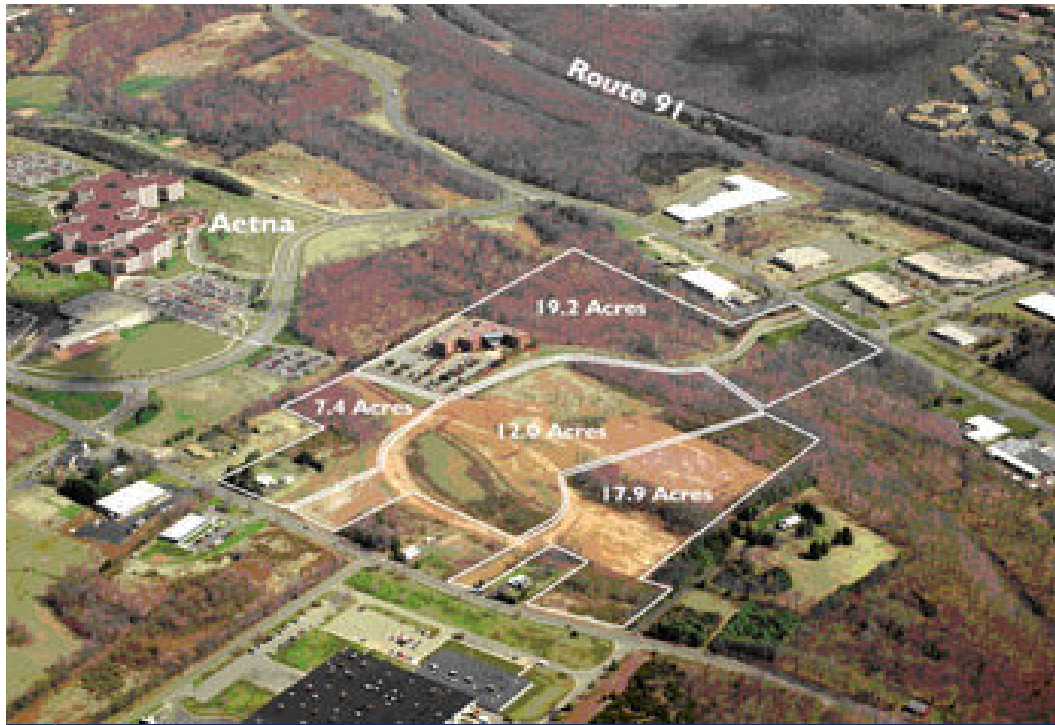


- Successful businesses expand.
- National trends become local.
- Retention is 80 % of the game.

## Development Case: *The Medical Corridor*

Outpatient surgery and an aging population created the opportunity for new ambulatory facilities and good new jobs.





## Development Case: *Interstate Trade Zone*

- ◆ Growing Workforce
- ◆ Easy Access
- ◆ Expansions







# Accomplishments in last 15 years

- ◆ Over 2,000 acres of open space and farm land preserved.
- ◆ Downtown has been completely revitalized.
- ◆ Over 1 million square feet of new industrial development.
- ◆ Over 1,000 new jobs.
- ◆ Over 25% of our city is now preserved as open space.
- ◆ Controlled but steady residential growth.
- ◆ Confidence in government.
- ◆ Perception of Middletown - very positive
  - New York Times
  - Hartford Courant “Place” section
  - Boston Globe



## Where we are going

- ◆ Preserve Rural – Suburban – Urban Character
- ◆ Continue to control residential growth – 6,000 acres available
  - Do not allow re-zonings or expansion of sewer service area
- ◆ Preserve Natural Resources
  - Better management and promotion of new open spaces
  - Preserve rural character, farmland preservation – farm viability study
- ◆ Guide Downtown Revitalization to the next level
  - Parking Study – federal investment of \$19 million in downtown
  - Plan for larger scale development – Downtown living
  - Investment in north end, former Bobs and Main Street Market
  - Lighting Arrigoni Bridge, South Cove development
- ◆ Urban neighborhoods
- ◆ Promote Commercial / Industrial Growth
  - Tremendous activity
  - Limited land for future development
  - Find creative ways to expand grand list
- ◆ Maromas – future largest employment and tax generator
  - Pratt and Whitney, Kleen Energy, NRG
  - Creation of incredibly unique 2,000 acre open space corridor



Middletown's Land Use Policy  
has resulted in fiscally responsible growth  
and a high quality of life.

- ◆ Controlled residential growth
- ◆ Aggressive open space acquisition
- ◆ Aggressive pursuit of commercial and industrial development
- ◆ Continue to revitalize downtown and older neighborhoods.